

ASSIGNMENT

CD Mailing

The CD mailing will drop in October. It will be delivered to all 21-34 SlimsClub and Offensive female smokers, 25-29 YAW who have responded to coupons, and to those SlimsClub and Offensive female smokers who are over 34 and responded to the Spring CD call-in contest.

Objectives:

- Continue to increase awareness and visibility of Virginia Slims among a broad audience.
- Generate awareness of the second Woman Thing Program
- Create trial and repeat purchase among key competitive female smokers, and build continuity of purchase among Virginia Slims smokers.

Strategies:

- Build on the equity and credibility in the Woman Thing Music program.
- Reinforce the added benefits of Virginia Slims.
- Make smokers feel special about receiving a Virginia Slims mailing.
- Deliver coupons to reward current consumers and to incent competitive smokers to try and repurchase Virginia Slims.
- Provide a RAF survey to update the database.

Elements:

The format of this mailing will deliver the elements listed below:

- Pauley P's CD.
- Communication Points:
 - Copy should be clear and concise and emphasize Virginia Slims leadership position.
 - Woman Thing Music & "mission statement" (see CD packaging).
 - New Woman Thing Music artist, Pauley P. and bio.
- Outside of Piece:
 - Personalized.
 - Call out offer/s inside.
- (1) Coupon:
 - \$3.00 off carton
 - Expiration date for coupon is December 31, 1997.
 - UPC codes will be forwarded at a later date.

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- RAF Survey:

Consumers will receive a RAF survey.

- Use the standard full size RAF survey as directed by the Corporate Direct Group.
- A couple of life style questions relating to music should be added to the survey to gain information for future music programs, i.e. What kind of music do you do you like best? (country, pop, alternative, easy listening, rap, jazz, blues, etc.).
- RAF Survey will be postage paid.
- Consider having the RAF survey as a separate piece.
- Expiration date is December 31, 1997.

- Misc.

- POS# to be forwarded.

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